

**COALITION FOR RESPONSIBLE TOBACCO RETAILING**

P.O. Box 27879
Washington, DC 20038-7879

COALITION MEMBERS

National Association of
Convenience Stores

National Association of
Chain Drug Stores

Food Marketing Institute

National Retail Federation

National Grocers
Association

Smokeless Tobacco Council

International Mass Retail
Association

The Tobacco Institute

American Wholesale
Marketers Association

Society of Independent
Gasoline Marketers

NATSO
Representing America's Travel
Plazas and Truckstops

National Association of
Police Organizations

National Licensed
Beverage Association

Food Distributors
International

Dear Retailer:

As of February 28, 1997, every retailer who sells tobacco products must comply with new federal government regulations issued by the Food & Drug Administration (FDA).

These regulations mandate:

- Retailers will be prohibited from selling cigarettes and smokeless tobacco to persons under the age of 18*.
- Retailers will be required to verify by photo ID containing the bearer's date of birth that no one purchasing cigarettes or smokeless tobacco is younger than 18 years old.
- Retailers must verify the age of any purchaser who is 26 years of age or younger.

Failure to comply with the FDA regulations may expose you to:

1. Criminal penalties and fines.
2. Seizure of violative products.

The Coalition for Responsible Tobacco Retailing's WE CARD program materials can help you comply with these new FDA regulations.

WE CARD is a voluntary effort supported by 13 national retail, trade and industry associations. The new FDA regulations are NOT voluntary and all retailers must comply. The free WE CARD materials can help you train your employees and inform your customers of the new FDA "carding" requirements.

As a part of the WE CARD program and to help retailers adjust to the FDA regulations, we have enclosed several materials for your use:

- A pad of tearsheets — to help you educate your customers.
- A counter card — to help alert your customers of the FDA regulations.

If you want to know more about how the WE CARD program can help you train your employees, please call 1-800-WE-ID-968 and ask for a free WE CARD kit of point-of-sale and employee training materials.

In the meantime, we will continue to keep you up-to-date on pending federal government regulations affecting the sale of tobacco products.

Sincerely,

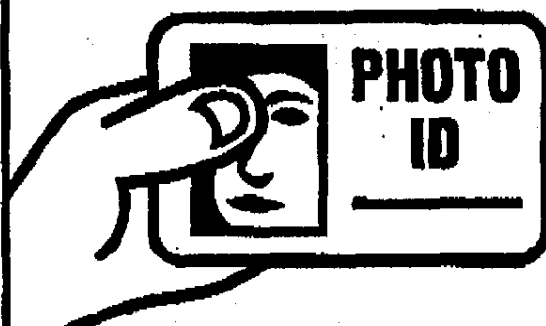
Coalition for Responsible Tobacco Retailing

P.S. If you have any questions or comments about these regulations, contact the FDA at: Office of Policy (HF-28), Food and Drug Administration, 5600 Fishers Lane, Rockville, MD 20857, 301-827-0867.

* States with a minimum sales age of 19 years old — Alabama, Alaska and Utah — are authorized to request permission from FDA to continue enforcing their laws.

Please have your ID ready

Effective February 28, 1997,
we are required under Food
and Drug Administration
(FDA) regulations to verify
age through a photo ID that
includes date of birth from
any person buying cigarettes
or smokeless tobacco who is
26 years of age or younger.

***We regret any inconvenience***

Courtesy of the Coalition For Responsible Tobacco Retailing

EASEL CARD**SMALL SIGN****To our Valued Customer,**

Effective February 28, 1997, we are required
under Food and Drug Administration (FDA)
regulations to verify age through a photo ID
that includes date of birth from any person
buying cigarettes or smokeless tobacco
who is 26 years of age or younger.

If you have questions or comments, contact:
Office of Policy (HF-26), Food and Drug
Administration, 5800 Fishers Lane,
Rockville, MD 20857.

**WE REGRET ANY INCONVENIENCE**

Courtesy of the Coalition For Responsible Tobacco Retailing

TEAR PAD

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